

Dramatically Decreasing Textbook Costs

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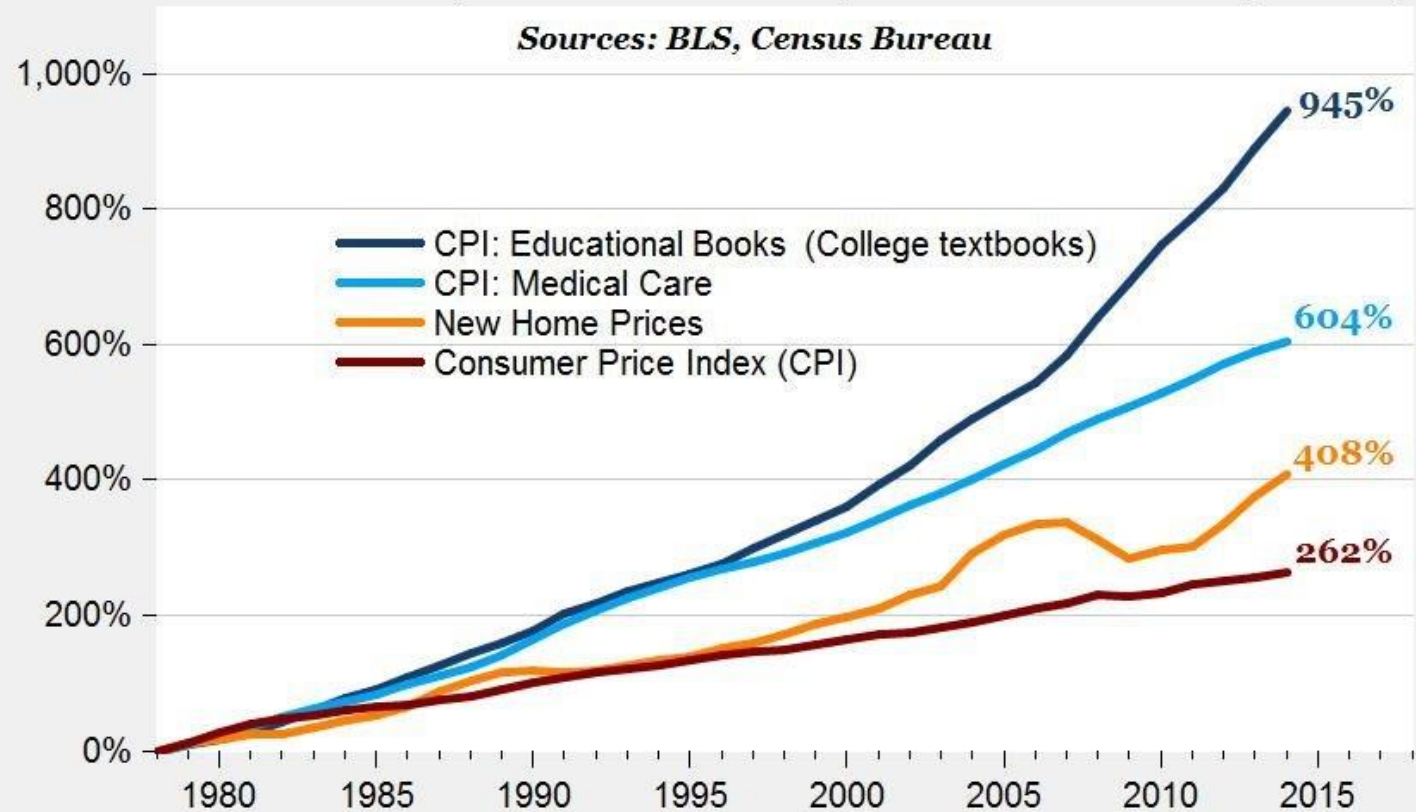
Students worry more about textbook costs than tuition

- ❖ 49% would choose one university over another if textbooks were free
- ❖ Having no textbook expenses is more important than small class sizes, a high graduation rate, or renowned faculty
- ❖ 65% have opted out of buying a textbook due to high cost, and of those, 94% say they suffered academically because of it
- ❖ 82% say they would perform better in a class if the textbook were free
- ❖ <http://www.uspirg.org/news/usp/survey-shows-students-opting-out-buying-high-cost-textbooks>
- ❖ http://www.businesswire.com/news/home/20141215005148/en/Neebo-Survey-Finds-College-Students-Worry-Textbook#.VS_ZlCxbry1

**The
textbook
cartel
must be
stopped**

***Annual Percent Changes From 1978 for Educational Books,
Medical Care, New Home Prices, and the CPI through 2014***

Sources: BLS, Census Bureau



Carpe Diem **AEI**

❖ http://www.huffingtonpost.com/2013/01/04/college-textbook-prices-increase_n_2409153.html

Lynn University

- ❖ Private, non-profit; 2,300 student FTE; 25% international students
- ❖ The University's personality, summed up:
 - ❖ “If it's good for students, let's do it.”
 - ❖ “Go for it and figure out the details later.”

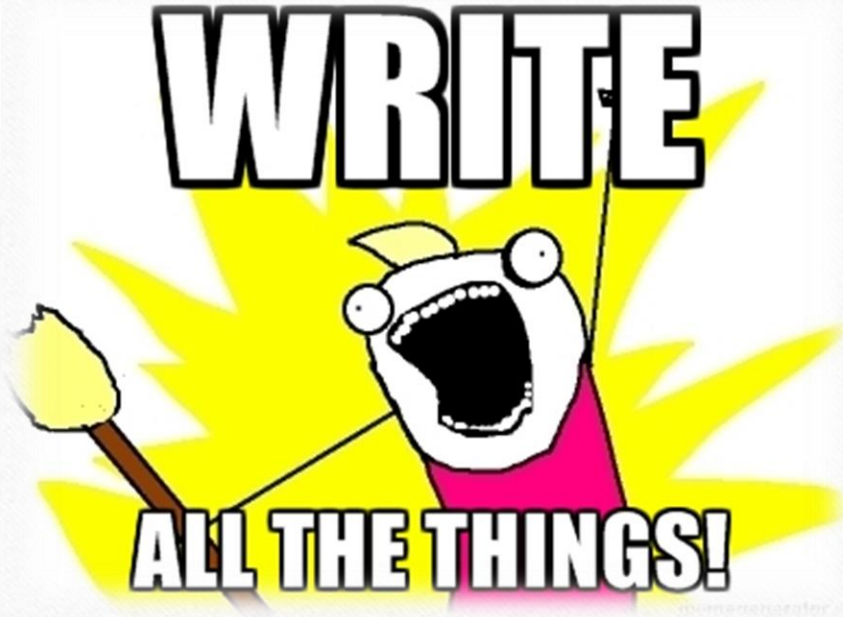


iPad Initiative

- ❖ Started with iPad Mini
 - ❖ Fall 2013: SOME
 - ❖ Fall 2014: MOST
 - ❖ Fall 2015: ALL
 - ❖ Spring 2016: upgrade to iPad Pro
- ❖ Free apps for students
- ❖ Blackboard → iTunesU
- ❖ Textbooks → iBooks



Faculty-Authored iBooks



- ❖ Faculty mobilized, writing their own iBooks
- ❖ This is voluntary (However, there's no tenure at Lynn.) 😊
- ❖ Stipend of \$2K and a MacBook Pro
- ❖ Books given free to students

Complete* Success!

*[*By “complete” we mean “partial”]*



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for innovation, leadership and education excellence.

- ❖ 40+ iBooks in use; many more on the way
- ❖ Subjects include philosophy, economics, leadership, fashion, culinary arts, business analytics, education, history, new media, professional communication, biology, aeronautics
- ❖ Dramatically cuts textbook costs
- ❖ Students love them

CHAPTER 1

Economics: Management of Resources

- 1.1 Defining Economic
- 1.2 the Field of Economics
- 1.3 The Economists' Tool Kit



Unfolding the Codex



ANCIENT MANUSCRIPTS

The codices that have been recovered from the ancient Central Americas have been few in number due to the diligence of the conquistadors and the Catholic priests destruction of the texts. The Dresden Codex is one of the oldest pre-Columbian manuscripts surviving. It is believed to have been written in the 11th or 12th century.

words, and does
which hath builded
and the floods came,
house, and it fell not:
soever hears these
ened unto a foolish
he sand: ²⁷ And the
ds blew, and beat
ereof was great.

What do you Remember?

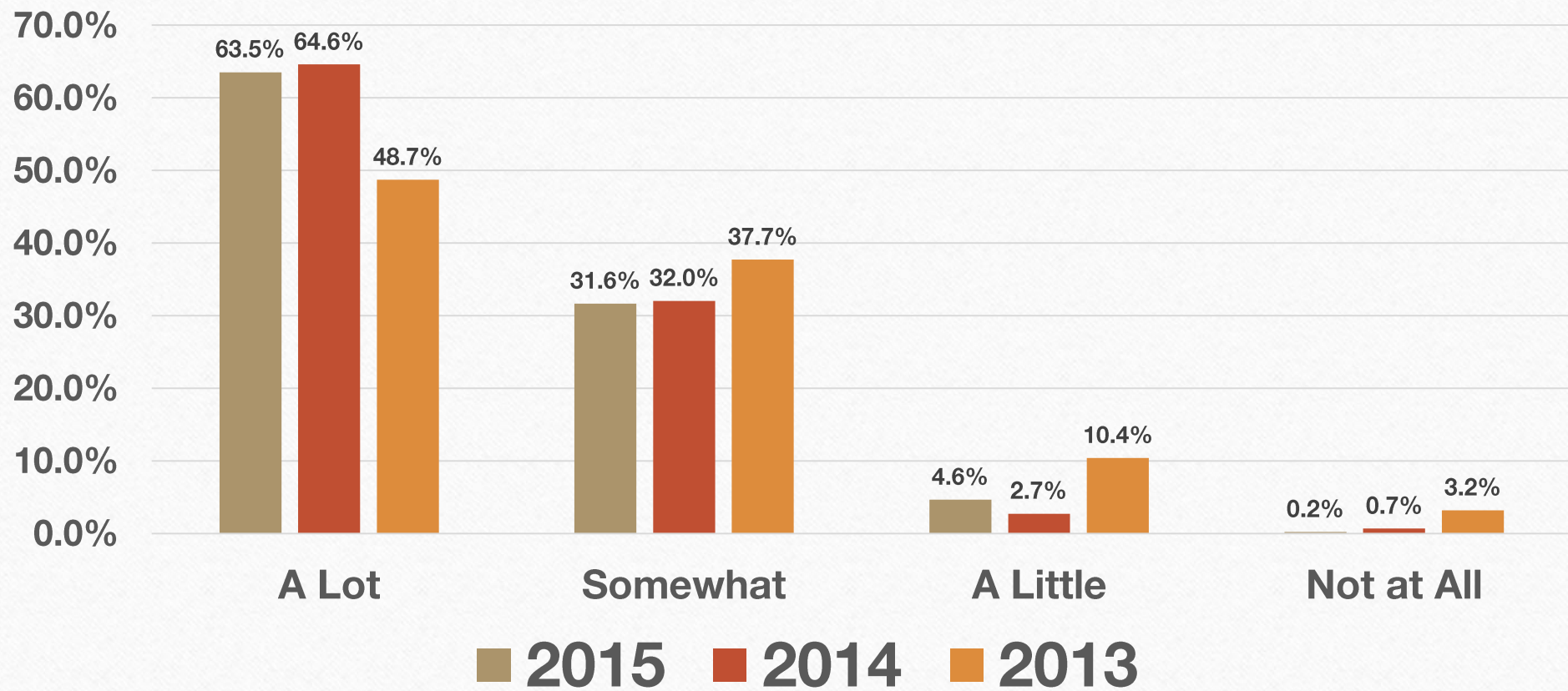
Question 1 of 5

How many Beatitudes were there?

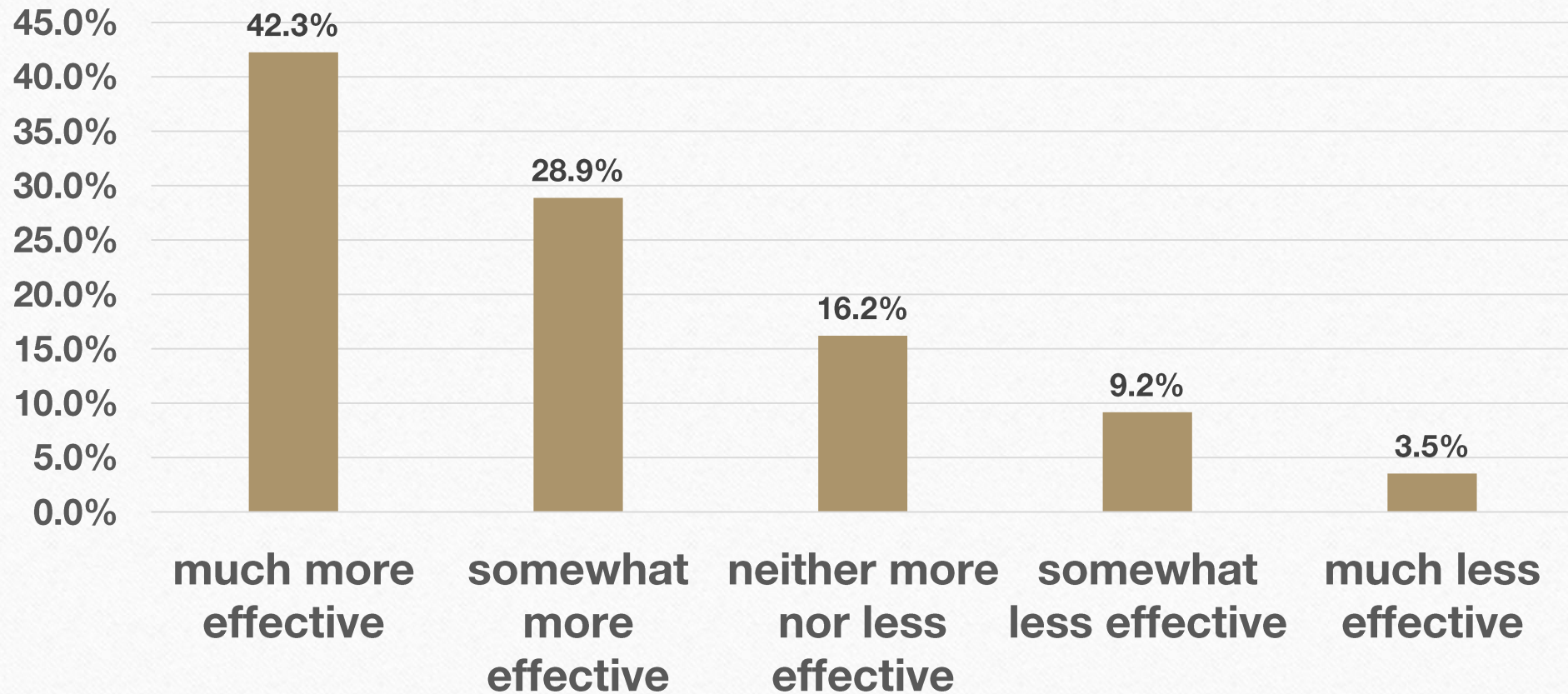
- ☐ A. 6
- ☒ B. 8
- ☐ C. 10
- ☐ D. 12

[Check Answer](#)

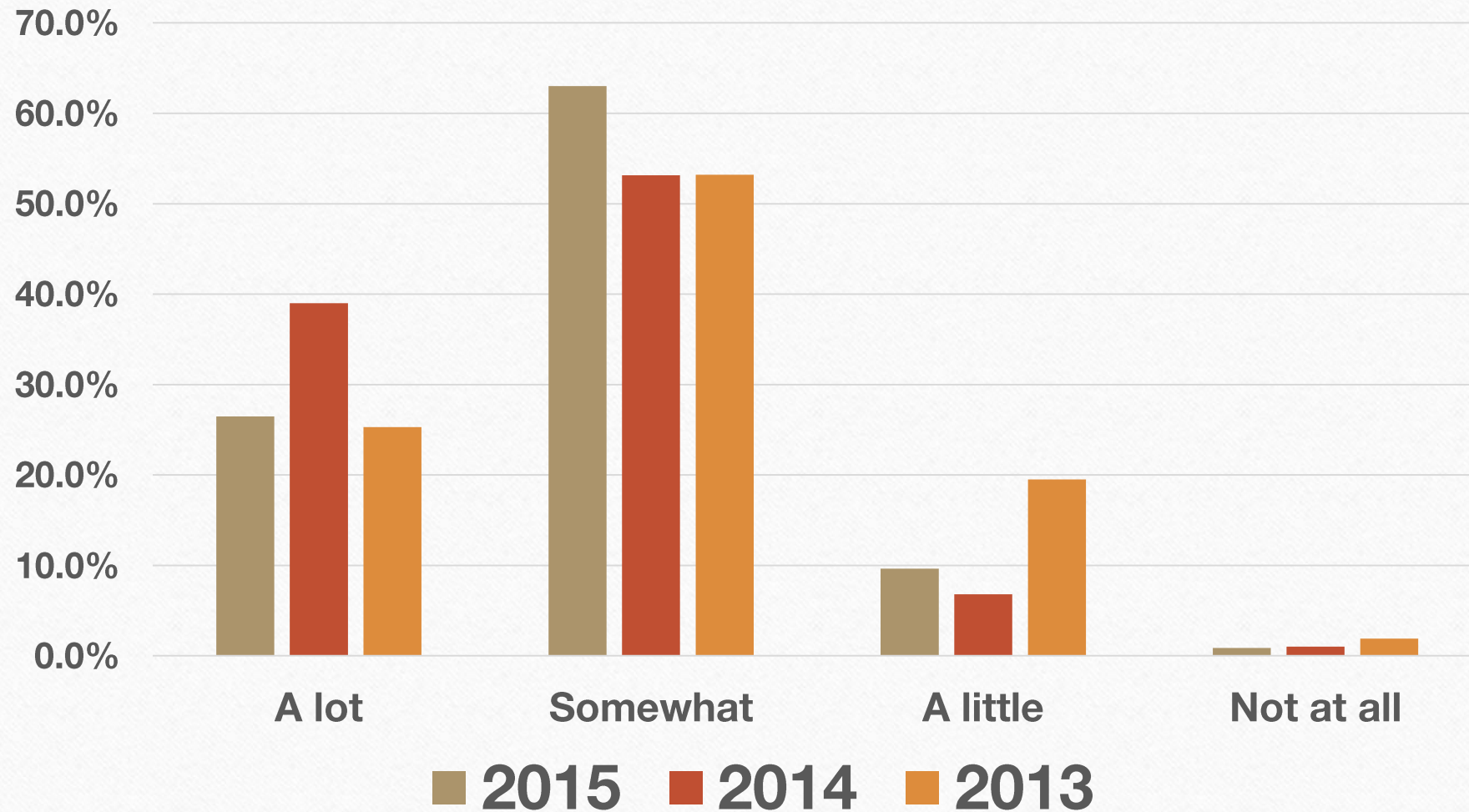
iPad Contributes to Learning



iBook Effectiveness Compared to Print Book



iPad Helps Connect with Classmates

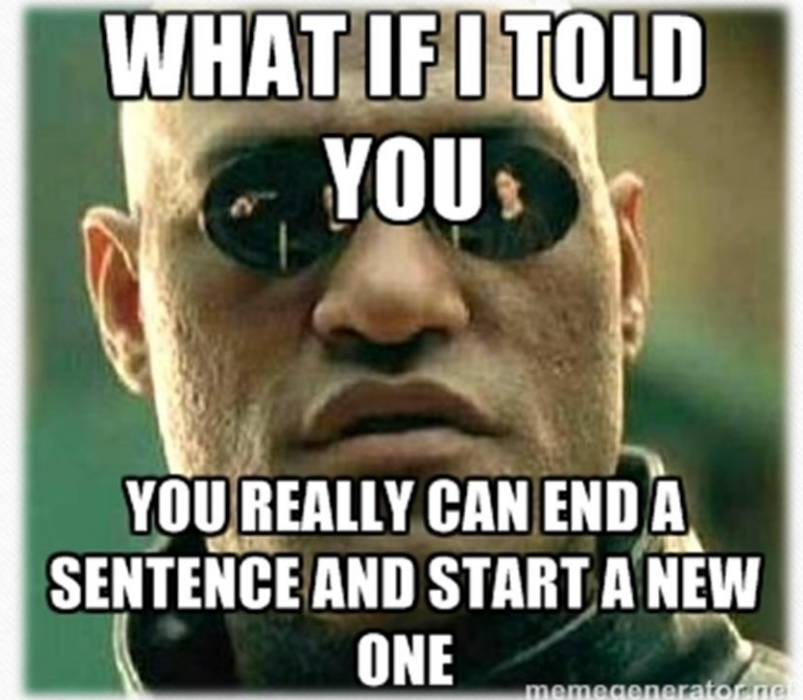


...But There Was Some Bad Writing

❖ Training and technology, but no real oversight of the writing process.

Led to sentences like:

“There are two significant implications of contingency theory: if there is no ‘one best way’, then even apparently quite similar organizations, for example, two nearby colleges, may choose significantly different structures and still survive, be reasonably successful in achieving their missions, and so on if different parts of the same organization are influenced in different ways by the contingencies bearing upon them, then it may be appropriate for them to be structured differently, for example, one university department may have a functional structure whilst another may have a matrix structure”



...& Some Serious Disorganization



I'm here to put you back on schedule.

DARTH VADER
SITH PROJECT MANAGER

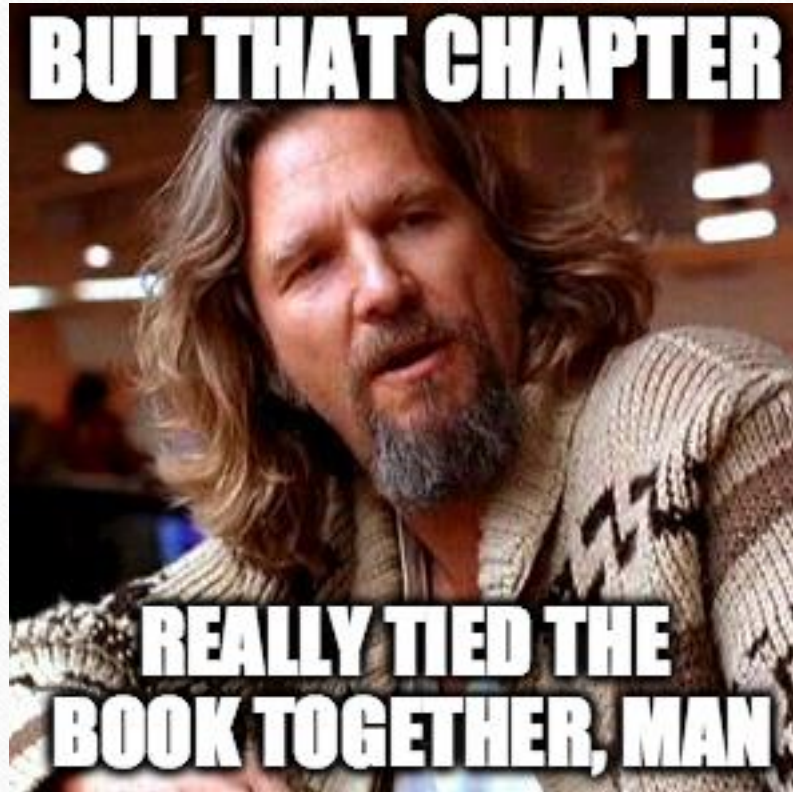
- ❖ “Not a single one of the 178 images is cited in the text.”
- ❖ “She has no idea where her most recent .iba file is.”
- ❖ “I’m not sure how to access the drive remotely.”
- ❖ “This one chapter of hers is going to exceed the entire length of Jim’s iBook.”

So the Lynn University Digital Press was born



- ❖ Part of the Library
- ❖ Developed editorial style guide, workflow, contracts, policies & procedures
- ❖ Add multimedia and widgets
- ❖ Secure and track permissions & copyright
- ❖ All books have now been thoroughly edited and revised

Peer Review



- ❖ Enlisted Technica Editorial Services to oversee process
- ❖ Technica contracts published experts and educators
- ❖ iBooks are trialed in beta version while undergoing peer review
- ❖ Submittable platform used for project management

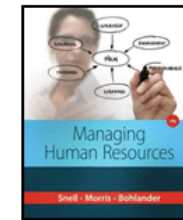
Interactivity



- ❖ Aim is to create “living,” hands-on books and not just digital replications of static textbooks
- ❖ Faculty authors encouraged to incorporate iBooks Author widgets
- ❖ Third-party developers (Bookry, BookWidgets)
- ❖ Infographic creation, multimedia timelines, interactive images, etc. enhance visual learning

But what about all the other books?

- ❖ As of Fall 2015, the library now purchases at least one copy of every required textbook
- ❖ Available for 3-hour loan
- ❖ Checked out more than 2,200 times since August, 30% of our total circulation
- ❖ Cost to Lynn: ~\$24,000
- ❖ Saved students: ~\$275,000



Summary
Condition Verified
Digital Rights
Requirements

Managing Human Resources

Suggested Retail Price (SRP) \$317.25 Author Snell

\$231.50
Used Print

Condition Verified ✓

Add to Cart

\$308.75
New Print

Condition Verified ✓

Add to Cart



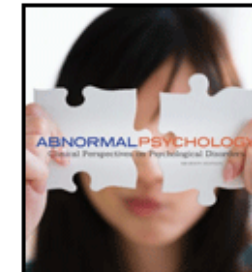
Financial and Managerial Accounting

Suggested Retail Price (SRP) \$306.00

\$306.00
Used Print

Condition Verified ✓

Add to Cart



Abnormal Psychology, DSM-5 Update

Suggested Retail Price (SRP) \$246.75 Author Whitbeck

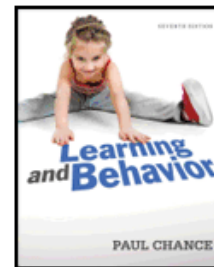
\$180.00
Used Print

Condition Verified ✓

\$240.00
New Print

Condition Verified ✓

Add to Cart



Summary
Condition Verified

Learning and Behavior

Suggested Retail Price (SRP) \$259.75 Author Chance

\$189.50
Used Print

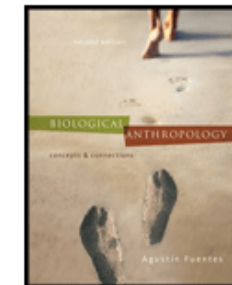
Condition Verified ✓

Add to Cart

\$252.75
New Print

Condition Verified ✓

Add to Cart



Biological Anthropology

Suggested Retail Price (SRP) \$199.00

\$199.00
New Print

Condition Verified ✓

Add to Cart

OERs and/or Library-Licensed texts

- ❖ Working with Business, Communications, and Criminal Justice on pilots to eliminate purchased textbooks
- ❖ Many steps involved: review the current text, our collections, e-books we *could* purchase, and OER collections online to find replacements
- ❖ MS Criminal Justice to be the first Lynn program that can be marketed as “you will not buy a single textbook in this program”
- ❖ Saving each Master’s student \$1,100-1,500 over the course of the degree

Questions?

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